

2025
SRMUJ
4th Semester Examination
M. A.
Journalism and Mass Communication
JMC-405
Ethnography of Communication

Full Marks : 40

Time : 2 Hours

The figures in the margin indicate full marks. Candidates are required to give their answers in their own words as far as practicable.

- 1. Answer any two of the following questions : 5×2**
- (a) Ethnic Movement
 - (b) Linguistic Communication
 - (c) SAARC
 - (d) Cultural Relativism
- 2. Answer any three of the following questions : 10×3**
- (a) How do different groups use language to create social hierarchies or express solidarity?
 - (b) How do technology and globalization affect communication patterns and identities?
 - (c) What is the relationship between traditional and modern systems of communication?
 - (d) How do ethnic movements differ from other social movements? Give relevant case studies from media coverage.
 - (e) Trace the relationship between Ethnography and Communication with suitable examples.